

Subject: Re: Re: Consumer Survey emailsboundary="Apple-Mail=_096D3011-BD17-449A-BB90-4FB419E8CDC9"
From: "Dawn Eastin" <dawn@downtownnews.com>
Date: 01/28/2016 01:43 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Thanks Henna. I am actually interested in extracting our data from the survey. Is there someone at the company you used that I can contact directly? Should I ask Elan for the contact?

*Dawn Eastin
General Manager
L.A. Downtown News
1264 W. First St.
L.A., CA 90026
213-481-1448
213-250-4617 fax*

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On Jan 28, 2016, at 12:42 PM, Henna Sherzai wrote:

Hi Dawn,

Here is the file that I received from the Econ Dev team. Let me know if you have any questions.

From: Dawn Eastin [mailto:dawn@downtownnews.com]
Sent: Wednesday, January 27, 2016 5:03 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Consumer Survey emails

Hi Henna,

I wanted to follow up on the data for the media question, specific to Downtown News break downs. Do you have data you can send yet?

*Dawn Eastin
General Manager*

*L.A. Downtown News
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On Dec 14, 2015, at 4:19 PM, Dawn Eastin wrote:

Thanks, Henna!

*Dawn Eastin
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On Dec 14, 2015, at 3:06 PM, Henna Sherzai wrote:

Hi Dawn,

Please see attached for roughly 3,100 names and emails of Downtown LA Survey respondents. I've also asked for data on the media question so I will send that as soon as I have it.

Currently, we plan to release a report with the survey results at the January CCA GMM. I believe that is planned for 1/18. We would, of course, make sure you receive a first copy along

with a press release well in advance.

Let me know if you have any questions!

Thanks,

<image001.gif> **Henna Sherzai**

Director of Marketing

Downtown Center Business Improvement District

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[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

<2015 Downtown Survey - Names and Emails.xlsx>

<Survey Results - Sources of Information.xlsx>